

### **GreenChoice**

Austin's Renewable Energy Alternative



### **Austin Energy**

- Municipally-owned electric utility
- Serves more than 700,000 population
- Area > 400 sq. miles





#### **Customers**

- 26% of energy sold to residential
- ■70% to commercial
- ■4% to municipal





### **Generating Sources**

3 gas and oil-fired plants 1670 MW

1 coal-fired plant
 570 MW

1 nuclear plant 400 MW

Purchase 89 MW of wind

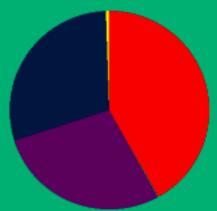
Purchase 8 MW landfill methane power

Purchase 1 MW of Hydro



# Conventional Generation Mix by MWH

- ◆ Coal 39%
- Nuclear 27%
- ◆ Gas/Oil 34%





# GreenChoice<sup>™</sup> Background

- City Council Resolution: Goal of 5% Renewable by 2005
- Formula for paying for renewable energy:

Cost exceeding Avoided Cost =
Green Pricing Premium + payment from
net income (early adopters only)



# GreenChoice Why?

- Many customers are concerned about impact of power generation on the atmosphere and climate
- Customers want to hedge against fuel price inflation



# Renewable Source Selection Background

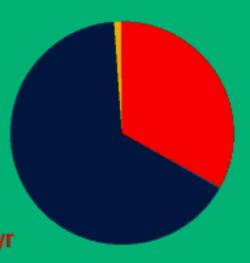
- RFP issued Jan 1999
- Received 12 proposals: wind, solar, PV, solar thermal, landfill methane, geothermal, biomass
- Selected wind and landfill methane



# GreenChoice<sup>™</sup> Renewable Sources

- **Wind 81%**
- Landfill methane (18 % of MWH)
- Photovoltaics and Hydro (1% 0f MWH)

Total GreenChoice energy supply = 225 million kWh / yr





### Wind Pros and Cons

- Least expensive
- (per kWh)
- Little firm capacity
- Transmission adequarisk
- Public acceptancefairly high





## Landfill Methane Pros and Cons

- 40% more expensive than wind energy
- Very high firm capacity
- Public acceptancemoderate





### Solar Photovoltaics

- Most expensive (about 7 times cost of wind)
- Fairly high firm capacity
- Public acceptance extremely high





## How GreenChoice Works

- All customers eligible
- Subscribers pay a fixed GreenChoice charge in place of a fuel charge that fluctuates depending on market prices of coal and gas
- Green Choice charge = 2.85 cents per kWh
- Fuel Charge is currently 1.77 cents per kWh
- Commercial customers receive recognition proportional to level of participation



### Promotion and Marketing

- Stories in utility bill inserts
- Ads in local newspapers
- Billboards
- Customized presentations to businesses
- Speaking engagements
- Letter from environmental groups to their mailing list
- TV commercials
- Theatre Slides



## Powered by Clean Energy

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#### GreenChoice







#### At Ambion, Our Eye is On the Future

Since 1989, we have provided scientists with impositive incleasion biology-based tools respect the progress of mindral and life or consistence wandwide to our own community, we contribute to Austin's quality of life by recycling, conducting wantenangement programs and powering our Aust in facility entirely from clean renewable brings sources.

Over the next year, our participation in GreenChoice will eliminate 802 tons of emissions from the air we breather John and Shroll in GreenChoice by uniting www.austinenergy.com or call 505-3651.







#### BAE SYSTEMS Cares About Quality of Life in Austin

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### Status (as of July 13, 2001)

- GreenChoice launched mid-Jan 2000
- Began billing April 2001
- Over 11,000 residential customers enrolled
- 22 large commercial subscribers
- 150 small businesses
- Green Energy = 293 million kWh/yr.



# Corporate Champions

- Samsung
- Advanced Micro Devices
- IBM
- 3M
- Fisher Rosemount
- Solectron

- Hyatt Hotel
- Four Seasons Hotel
- La Quinta Inns
- Heart Hospital
- State Farm Insurance
- Texas Natural Resources Comm.